

**BellSouth Telecommunications, Inc.**  
**Legal Department**  
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Columbia, SC 29201

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**Patrick W. Turner**  
General Counsel-South Carolina

803 401 2900  
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January 2, 2007

The Honorable Charles Terreni  
Chief Clerk  
Public Service Commission of South Carolina  
Post Office Drawer 11649  
Columbia, South Carolina 29211

Re: Petition by BellSouth Telecommunications, Inc. to Operate Under the d/b/a of  
AT&T South Carolina and Under the d/b/a of AT&T Southeast  
Docket No.:

Dear Mr. Terreni:

Enclosed for filing are an original and one (1) copy of the Petition by BellSouth Telecommunications, Inc. to Operate Under the d/b/a of AT&T South Carolina and Under the d/b/a of AT&T Southeast.

By copy of this letter, I am serving the Office of Regulatory Staff with a copy of this petition as indicated on the attached Certificate of Service.

Sincerely,



Patrick W. Turner

PWT/nml  
Enclosure  
cc: Office of Regulatory Staff  
662495

**THIS DOCUMENT IS AN EXACT DUPLICATE OF THE E-FILED COPY  
SUBMITTED TO THE COMMISSION IN ACCORDANCE WITH ITS ELECTRONIC  
FILING INSTRUCTIONS.**

BEFORE THE  
PUBLIC SERVICE COMMISSION  
OF SOUTH CAROLINA

DOCKET NO. \_\_\_\_\_

Petition by BellSouth	)
Telecommunications, Inc. to Operate	)
Under the d/b/a of	)
AT&T South Carolina and	)
Under the d/b/a of	)
<u>AT&amp;T Southeast</u>	)

For the reasons set forth below, BellSouth Telecommunications, Inc. (“BellSouth”) respectfully requests that the Public Service Commission of South Carolina (“the Commission”) approve BellSouth’s operating, on a going forward basis in South Carolina, under the d/b/a name of “AT&T South Carolina” and under the d/b/a name of “AT&T Southeast.” As noted below, BellSouth is seeking approval for two d/b/a names so that one can be used for single state functions and/or products and services and one can be used to describe functions, activities and/or products and services that are uniform throughout the nine states that are served by BellSouth.

The merger between AT&T Inc. and BellSouth Corporation closed on December 29, 2006, at which time BellSouth Corporation (the parent company of BellSouth Telecommunications, Inc.) became a wholly-owned, first-tier subsidiary of AT&T Inc. As a result of this merger at the holding company level, BellSouth intends to adopt the AT&T brand name for its products and services. The transition from the use of the BellSouth brand name to the AT&T brand name is expected to begin as quickly as possible and progress over the next few months.

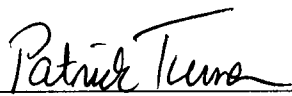
To that end, therefore, BellSouth respectfully requests that the Commission approve BellSouth’s operating, on a going forward basis in South Carolina, under the

d/b/a name of "AT&T South Carolina" and under the d/b/a name of "AT&T Southeast." If the Commission approves this request, BellSouth Telecommunications, Inc. will remain the formal corporate name of the entity that is authorized to provide regulated local exchange service in South Carolina. BellSouth, however, will do business in South Carolina under the d/b/a names of "AT&T South Carolina" and "AT&T Southeast." BellSouth is seeking approval for two d/b/a names so that one can be used for single state functions and/or products and services and one can be used to describe functions, activities and/or products and services that are uniform throughout the nine states that are served by BellSouth.

The address and the contact information for BellSouth that is on file with the Commission is unaffected by this Petition. Upon Commission approval of this Petition, BellSouth will make an appropriate tariff filing reflecting the names under which BellSouth will be doing business in South Carolina.

Finally, as noted above, the transition from the use of the BellSouth brand name to the AT&T brand name is expected to begin as quickly as possible. BellSouth, therefore, respectfully requests that the Commission approve this Petition as soon as it can. Toward that end, BellSouth respectfully requests that the Commission issue the Notice of Filing attached hereto as Exhibit A as quickly as possible.

Respectfully submitted on this the 2nd day of January, 2007.

  
\_\_\_\_\_  
PATRICK W. TURNER  
BELLSOUTH  
TELECOMMUNICATIONS, INC.  
Suite 5200  
1600 Williams Street  
Columbia, South Carolina 29201  
(803) 401-2900

PUBLIC SERVICE COMMISSION OF SOUTH CAROLINA

DOCKETING DEPARTMENT

DOCKET NO. 2007-\_\_\_\_-C

NOTICE OF FILING

BellSouth Telecommunications, Inc. ("BellSouth") has filed a Petition with the Public Service Commission of South Carolina to approve BellSouth's operating, on a going forward basis in South Carolina, under the d/b/a name of "AT&T South Carolina" and under the d/b/a name of "AT&T Southeast."

A copy of the Petition is on file in the offices of the Commission, 101 Executive Center Drive, Columbia, South Carolina 29210, the Commission's web site at [www.psc.sc.gov](http://www.psc.sc.gov), and is available from Patrick W. Turner, Esquire, BellSouth Telecommunications, Inc., 1600 Williams Street, Suite 5200, Columbia, South Carolina, 29202.

A public hearing, if scheduled, will be held in Columbia, South Carolina in the office of the Commission at the above address, for the purpose of receiving testimony and other evidence from all interested parties regarding this Petition. The time and date of this hearing will be furnished to all interested parties at a later date.

Any person who wishes to participate in this matter, as a party of record with the right of cross-examination should file a Petition to Intervene in accordance with the Commission's Rules of Practice and Procedure on or before **February 5, 2007**, and indicate the amount of time required for his presentation. Please include an email address for receipt of future Commission correspondence in the Petition to Intervene. *Please refer to Docket No. 2007-\_\_\_\_-C.*

Any person who wishes to testify and present evidence at the hearing, if scheduled, should notify the Docketing Department in writing at the address below, the Office of Regulatory Staff at Post Office Box 11263, Columbia, South Carolina 29211 and Patrick W. Turner, Esquire, at the above address, on or before **February 5, 2007**, and indicate the amount of time required for his presentation. *Please refer to Docket No. 2007-\_\_\_\_-C.*

Any person who wishes to be notified of the hearing, but does not wish to present testimony or be a party of record, may do so by notifying the Docketing Department, in writing, at the address below on or before **February 5, 2007**. *Please refer to Docket No. 2007-\_\_\_\_-C.*

**PLEASE TAKE NOTICE:** Any person who wishes to have his or her comments considered as part of the official record of this proceeding **MUST** present such comments, in person, to the Commission during the hearing.

Persons seeking information about the Commission's Procedures should contact the Commission at (803) 896-5100.

Public Service Commission of South Carolina  
Attn: Docketing Department  
Post Office Drawer 11649  
Columbia, South Carolina 29211

JAN-3-07  
662505

STATE OF SOUTH CAROLINA

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CERTIFICATE OF SERVICE

COUNTY OF RICHLAND

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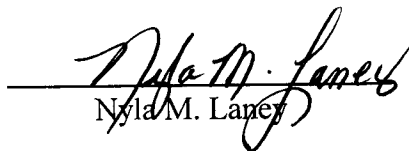
The undersigned, Nyla M. Laney, hereby certifies that she is employed by the Legal Department for BellSouth Telecommunications, Inc. ("BellSouth") and that she has caused the Petition by BellSouth Telecommunications, Inc. to Operate Under the d/b/a of AT&T South Carolina and Under the d/b/a of AT&T Southeast to be served upon the following this January 2, 2007:

Florence P. Belser, Esquire  
Office of Regulatory Staff  
Post Office Box 11263  
Columbia, South Carolina 29211  
**(U. S. Mail and Electronic Mail)**

F. David Butler, Esquire  
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Nyla M. Laney

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